

INTERCOLLEGIATE BROADCASTING SYSTEM
TWENTY-SEVENTH ANNUAL NATIONAL CONVENTION
Saturday, April 16, 1966

FACT SHEET

Who: Collegiate Broadcasters from across the Country.
This is your annual opportunity to meet others in
College and Commercial radio.

What: Seven sessions: presentations, discussions, workshops:
Keynote Address: Luncheon Banquet. Convention will include
exhibitors.

When: April 16, 1966...the Saturday following the IRTS Conference..
from 9:00 to 4:30.

Where: Rutgers University, New Brunswick, New Jersey.
Exhibits, sessions, and registration in Scott Hall.

The general organization of the Convention will parallel that of previous years. Again we will have record and equipment exhibitors and multiple morning and afternoon sessions. This year there are several new sessions. Plan for several members of your staff to attend so that you can have delegates in each session.

PUBLIC AFFAIRS AND NEWS SESSION

The Interview Program: choice of topics, guests. Overall planning of the program.
--Harold Levenson, Producer, WNBC-TV, former News Director at WDCR, Dartmouth College.

SALES SESSION

Presentation and discussion. Question and answer.
--An RAB presentation.

LOCAL SALES SESSION

An entirely new session dealing with the problems and opportunities of Local Advertising Sales.

PROGRAMMING NEWS SESSION

Content and treatment of college station News and Editorial presentations. Election coverage, special events. Analysis, panel discussion.
--Karl Hess, Goldwater campaign aide and former White House staff consultant, editor of Newsweek and National Review.
--Joe Weeks, WRVA News Director, formerly with the CBS World News staff and NBC's Monitor.
--William B. Steiss, General Manager, WOSU; VP, Greer Group.
--Bevin Alexander, U. of Va. Dir. of Information Services

PROGRAMMING MUSIC SESSION

Radio programming, presentation of Music. Discussion of role of music types in radio today.
--Don Gillis, Producer, NBC; composer
--William B. Steiss
--Raymond B. Bottom, VP of Hampton Roads Broadcasting Corp., former President of WTJU, University of Virginia.
--John S. Wilson, reviewer, New York Times, High Fidelity.

ENGINEERING SESSION

Organization and institution of an Equipment Maintenance Program. Specifics of scheduling, logging, and service necessary for various equipment.

MANAGEMENT SESSION

Effective station management. Problem session included, question and answer period.

REGISTER NOW !!! (Luncheon Registration deadline is April 5.)

INTERCOLLEGiate BROADCASTING SYSTEM
NATIONAL CONVENTION

Hotel Accommodations

Hotel Roosevelt	Singles	Student Rate	\$8.00
		Faculty Rate	10.00
	Twins	Student Rate	12.00
		Faculty Rate	14.00
	Triples	Student Rate	15.00
	Suites		\$42-\$46
Hotel Biltmore	Singles	Student Rate	\$9.00
		Faculty Rate	13.95
	Twins	Student Rate	14.00
		Faculty Rate	17.95
	Triples	Student Rate	18.00

All New York City Hotel Accommodations are subject to 5% tax.

Please file your room reservation as early as possible with the hotel.

All Registrants Note:

The IBS Bus leaves from the Port Authority Building promptly at 8:00 A.M. You should arrive there, if you wish to take the Bus, sufficiently in advance to purchase your ticket at Window 9, Suburban Transit.

A copy of the Convention Program, containing directions to Scott Hall at Rutgers, will be mailed to you.